<u>CLAIMS</u>

Please amend claims 78, 80 and 86. Please add claim 87. A complete claim set follows.

1. – 64. (Canceled).

65. (Previously presented) A method for providing interactive advertising to an access device, the method comprising:

receiving video programming content and advertisements;

displaying to an access device of a viewer at least a portion of the received video programming content;

automatically displaying to the access device of the viewer at least one of the received advertisements in addition to the displayed video programming content;

receiving after a first amount of time a request from the viewer to stop displaying the displayed advertisement;

responsive to the received request, stopping the display of the advertisement; and

awarding value to the viewer, the value prorated according to an amount of the advertisement displayed during the first amount of time.

66. (Previously presented) The method of claim 65 wherein the received video programming has an associated cost to the viewer, and awarding value to the viewer further comprises crediting the viewer for at least a portion of the cost.

67. (Previously presented) The method of claim 65 further comprising:

automatically displaying to the viewer for a second amount of time a

second advertisement in addition to the displayed video programming
content and the first advertisement;

awarding value to the viewer, the value prorated according to an amount
of the advertisement displayed during the second amount of time.

68. (Previously presented) The method of claim 67 wherein the second
advertisement is targeted to the viewer according to the viewer's usage history.

69. (Previously presented) The method of claim 68 wherein the viewer's
usage history includes data describing which advertisements have previously
been skipped by the viewer.

70. (Previously presented) The method of claim 67 wherein the second
advertisement is targeted to the viewer according to the viewer's demographics.

71. (Previously presented) The method of claim 67 further comprising
receiving a request from the viewer to stop the display of the second
advertisement; and

responsive to receiving the request, stopping the display of the second
advertisement.

72. (Previously presented) The method of claim 67 wherein each
advertisement has an associated value, and awarding value to the viewer
includes awarding the prorated value associated with each advertisement
displayed to the viewer.

73. (Previously presented) The method of claim 65 wherein the received
video programming content is displayed to the viewer in response to a request

from the viewer for the content.

74. (Previously presented) The method of claim 65 wherein receiving video programming content further comprises receiving a video stream over a network.

75. (Previously presented) The method of claim 65 wherein receiving video programming content further comprises receiving a physical medium including the content.

76. (Previously presented) The method of claim 75 wherein receiving advertisements further comprises receiving advertisements over a network.

77. (Previously presented) The method of claim 65 wherein the value awarded to the viewer depends at least in part on the time of day at which the advertisement is displayed.

78. (Currently amended) A method for providing interactive advertising comprising:
   receiving video programming content and advertisements;
   displaying to an access device of a viewer at least a portion of the received
      video programming content;
   automatically displaying to the access device of the viewer at least one of
      the received advertisements in addition to the displayed video
      programming content; ~~and~~
   <u>receiving a skip request from the access device of the viewer;</u>
   <u>responsive to the skip request, stopping the display of the advertisement</u>
      <u>being displayed to the access device;</u>

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awarding value to the viewer, the awarded value prorated according to an

amount of the advertisement displayed; and

displaying a second of the received advertisements to the viewer.

79. (Previously presented) The method of claim 78 wherein the received video programming has an associated cost to the viewer, and awarding value to the viewer further comprises crediting the viewer for at least a portion of the cost.

80. (Currently amended) The method of claim 78 further comprising:

~~automatically displaying to the viewer a second advertisement;~~

awarding <u>additional</u> value to the viewer, the awarded value prorated

according to an amount of the second advertisement displayed.

81. (Canceled).

82. (Previously presented) The method of claim 78 wherein receiving video programming content further comprises receiving a video stream over a network.

83. (Previously presented) The method of claim 78 wherein receiving video programming content further comprises receiving a physical medium including the content.

84. (Previously presented) The method of claim 83 wherein receiving advertisements further comprises receiving advertisements over a network.

85. (Previously presented) A system for providing interactive advertising

comprising:

    first receiving means for receiving video programming content and
        advertisements;

    first displaying means, coupled to the first receiving means, for displaying
        to a viewer at least a portion of the received video programming
        content;

    second displaying means, coupled to the first displaying means, for
        automatically displaying to the viewer at least one of the received
        advertisements in addition to the displayed video programming
        content;

    second receiving means, coupled to the second displaying means, for
        receiving after a first amount of time a request from the viewer to stop
        displaying the displayed advertisement,

    wherein responsive to the received request, the second displaying means
        is further adapted to stop the display of the advertisement; and

    awarding means, coupled to the second displaying means, adapted to
        award value to the viewer, the value prorated according to an amount
        of the advertisement displayed during the first amount of time.

    86. (Currently amended) A method for providing interactive advertising
comprising:

    receiving video programming content and advertisements;

    displaying to an access device of a viewer at least a portion of the received
        video programming content;

    automatically displaying to the access device of the viewer a plurality of
        the received advertisements interspersed with the displayed video
        programming content;

for each of the displayed advertisements, determining whether a skip

   request was received during display of the advertisement;

and

awarding value to the viewer according to a number of interspersed

   advertisements displayed to the access device of the viewer and not

   skipped, and a number of interspersed advertisements displayed to

   the access device of the viewer and skipped.

87. (New) The method of claim 86 wherein each advertisement has an

associated value and awarding value to the viewer further comprises:

awarding to the user the value of each advertisement displayed to the

   access device of the viewer and not skipped;

prorating the value of each advertisement displayed to the access device

   of the viewer and skipped according to an amount of the

   advertisement displayed prior to receiving the skip request; and

awarding each of the prorated values to the user.